

[illegible]

A method and apparatus for convenient and easy access to product- and shipment-related information and/or transactions is disclosed. An end device, for instance a bar code reader, is used to read a portable data carrier, for instance a bar code symbol, having a structured data format. The end device parses one or more particular data entities from the data read. The end device accesses a URL having at least a portion in common with one or more of the parsed data entities and displays associated web page content or processes an associated transaction. The end device may sequentially substitute a series of most probable non-common URL portions to locate associated content if the first tried URL does not result in a valid response. Alternatively, a server may provide such search functionality.